

# UMass Amherst FINE ARTS CENTER

Get your brand in front of an **active, engaged, and diverse audience** of more than 30,000 patrons that come from all over the Pioneer Valley and beyond. The UMass Fine Arts Center's (FAC) playbill is read and kept by an educated and enlightened performing arts audience with disposable income, who come throughout the academic year for the best in music, theatre and dance.

The FAC presents a variety of great performances for great audiences. Advertisers can choose to be in three playbills or all five (two in the fall and three in the winter/spring). You will be able to change your ad at semester break, prior to the winter/spring issues.

**Great marketing tool:** Target your ad to a discriminating audience. FAC audiences include Five College students, staff and faculty, and well-educated, affluent members of the western New England communities.

**Incredible Value:** The Season Playbill, with its competitive rates, is also a gorgeous full-color magazine-style book that truly sets the industry standard. *Ad spaces fill up quickly, so reserve your ad today!*

**Long Shelf Life:** The Season Playbill is a keepsake that patrons take home, browse through at their leisure, and acts as a guide for future events since there are usually four performances per playbill.

**Quality Publication:** The playbill is printed on high-quality recycled paper with four-color on the cover and the first and last ten pages. The remainder of the playbill (inside pages) is printed in black and white.

**Perks:** If you advertise for the entire season, you'll receive a pair of complimentary tickets to a show of choice from selected list! (Some shows may not be available.)

**Wide Reaching:** While 65% of our audience comes from Hampshire County, some of our audience travels from as far north as Brattleboro, as far south as Hartford, as far west as Pittsfield, and as far east as Worcester.

**Would you like to extend your brand further?** Sponsorships at the FAC include various rights and benefits according to the level of support. We are more than happy to work with each sponsor to develop a customized, targeted sponsorship package with your business objectives in mind. Consider the value of branding with curious, active, and engaged audiences; onsite visibility; playbill ad and logo exposure; media exposure; year-round recognition; online presence; networking with potential clients; and ticket privileges and discounts. For more information, Contact Shawn Farley at [sfarley@admin.umass.edu](mailto:sfarley@admin.umass.edu) or 413-545-4159.

## UMASS FINE ARTS CENTER 2014–2015 SEASON PLAYBILL SPECS & RATES

Modular Sizes: Width x Height (inches)

|                                 |  |                                    |  |
|---------------------------------|--|------------------------------------|--|
| Half Page<br>2.375<br>x<br>7.75 |  | Quarter Page<br>2.375<br>x<br>3.75 |  |
|---------------------------------|--|------------------------------------|--|

|                           |                              |  |                           |
|---------------------------|------------------------------|--|---------------------------|
|                           | Quarter Page<br>4.875 x 1.75 |  |                           |
| Full Page<br>4.875 x 7.75 |                              |  | Half Page<br>4.875 x 3.75 |

*All rates subject to change without notice*

|              | Black and White |                 | Color (limited space available) |                 |
|--------------|-----------------|-----------------|---------------------------------|-----------------|
|              | Three Issues    | All Five Issues | Three Issues                    | All Five Issues |
| Full page    | \$1000          | \$1750          | \$1600                          | \$2500          |
| Half page    | \$500           | \$750           | \$800                           | \$1250          |
| Quarter page | \$300           | \$550           | \$450                           | \$650           |

**WITH 20% DISCOUNT**  
*(if you order all five and pay in advance)*

|              | Black and White |                 | Color (limited space available) |                 |
|--------------|-----------------|-----------------|---------------------------------|-----------------|
|              | Three Issues    | All Five Issues | Three Issues                    | All Five Issues |
| Full page    | \$1400          | \$2000          | \$1600                          | \$2500          |
| Half page    | \$600           | \$1000          | \$800                           | \$1250          |
| Quarter page | \$440           | \$520           | \$450                           | \$650           |

Discounts: Entire season discount: take 20% off standard rate when you book an ad for the entire season before **and pay in advance**. Area college departments and non-profit organizations receive a 20% discount as well but must also pay in advance. (Not to be combined with any other discount.)

**Please circle the size, placement, and location of your ad in the charts above.**

Advertiser \_\_\_\_\_ Date \_\_\_\_\_

Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email Address \_\_\_\_\_

Using Ad Agency—Contact Company for information.

**Specs:** Electronic files should be in a PDF format. When saving, please embed all fonts and include high-resolution graphics. We can also accept Photoshop, Illustrator, and InDesign files. Please include all fonts and artwork for the ad. We can accept Macintosh files if they're burned to a CD. A proof (color if applicable) should be provided for all files. Color advertising spaces are limited. **Please email electronic files directly to Emily Everett at [emilyeverett@admin.umass.edu](mailto:emilyeverett@admin.umass.edu) or call 413-545-4482 to arrange for alternate transmission.**

**FAC 2014–2015 PLAYBILL SCHEDULE**  
**Center Series and Asian Arts & Culture Programs Combined**  
**Total Number of Issues: 18,000**

**ISSUE I: From 9/17 – 10/30** **# of Issues: 4300**

**Ads due from advertisers and copy due from artists/agents: August 1, 2014**

**Copy & Ad Art given to printer: August 6, 2014**

**Playbills Delivered to Fine Arts Center: 9/15/14**

September 17, Sheng Dong, BA

September 20, Pink Martini, CHC

September 23, Shomyo Buddhist Chants, BA

September 30, Art of the Geisha, BA

October 3, Zakir Hussain, CH

October 9, Regina Carter, BA

October 30, Angelique Kidjo, CHC

**ISSUE II: From: 11/6 – 12/7** **# of Issues: 4500**

**Ads due from new advertisers and copy due from artists/agents: September 19, 2014**

**Copy & Ad Art given to publisher: September 29, 2014**

**Playbills Delivered to Fine Arts Center: October 28, 2014**

November 6, National Acrobats of China, CH

November 13, Jeremy Denk, BA

November 18, Martha Graham Dance, CH

November 21, Jack DeJohnette Trio, BA

December 7, Mummenchanz, CH

**ISSUE III: From 2/5 – 2/28** **# of Issues: 2500**

**Ads due from advertisers and copy due from artists/agents: December 20, 2014**

**Copy & Ad Art given to publisher: January 4, 2015**

**Playbills Delivered to Fine Arts Center: February 2, 2015**

February 5, Warren Wolf & Wolfpack, BA

February 24, Grupo Corpo, CH

February 28, Eddie Palmieri, CHC

**ISSUE IV: From 3/1 – 3/28** **# of Issues: 3700**

**Ads due from advertisers and copy due from artists/agents: January 20, 2015**

**Copy & Ad Art given to publisher: February 5, 2014**

**Playbills Delivered to Fine Arts Center: February 25, 2015**

March 1, Taiyuan Puppet Theatre, BA

March 8, The Cheiftains, CH

March 12, Ragamala Dance with Rudresh Mahanthappa, CH

March 28, Academy of St. Martin in the Fields, CH

**ISSUE V: From 4/7 – 4/25** **# of Issues: 3000**

**Ads due from advertisers and copy due from artists/agents: February 20, 2015**

**Copy & Ad Art given to publisher: March 7, 2015**

**Playbills Delivered to Fine Arts Center: April 2, 2015**

April 7, The Nile Project, CH

April 16, Stephen Petronio Dance CH

April 25, Fab Faux, CH